

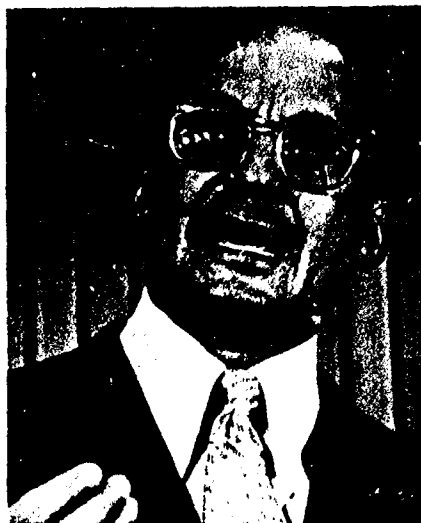
CIA/CR /76-14779--M

Luis ECHEVERRIA Alvarez  
(Phonetic: ehchevehREEah)

MEXICO

President

Addressed as:  
Mr. President



MICROFILMED

Luis Echeverría, 54, has been President since 1970; his term ends in December 1976. A career government employee, he served as Under Secretary of Government during 1958-64 and as Secretary during 1964-69; the Presidency is his first elective office. As President, Echeverría has criticized US policies occasionally, but he favors maintaining friendly relations with this country. He has sought to associate Mexico with the Third World and has pursued an activist foreign policy, traveling widely. At his initiative Mexico proposed the Charter of Economic Rights and Duties to the United Nations and achieved its adoption. Echeverría had hoped to receive the Nobel Peace Prize for his efforts on behalf of the charter. He was also one of the moving forces behind the Latin American Economic System, the new international economic structure for Latin America. Echeverría has announced his readiness to serve as Secretary General of the United Nations if asked to do so.

Domestically, Echeverría wants to improve the lot of Mexico's impoverished masses, and the programs of his administration are aimed at achieving social justice. He involves himself in many facets of government operations and frequently travels to remote areas of the country to gain firsthand knowledge of the people's problems.

Echeverría has a law degree from the National Autonomous University of Mexico. He is an energetic man with a well-developed sense of humor. He speaks little English but can follow a conversation in that language. Married to the former María Esther Zuno, he has eight children and is a grandfather.

11 November 1976  
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